



REP HEADLINE# 6301800

\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

\*\*CHANGES\*\*

AUG31/12 14.31

\*\*\* WFSB-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
25	S		630P-700P	30		\$45.00	9/9	9/9	0		SUN	0
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
42	A		1100P-1135P	30		\$65.00	9/8	9/8	1		SAT	1
PROGRAM : LATE NEWS												
CON COM1: LATE NEWS												
43	A		1135P-1235A	30		\$15.00	9/8	9/8	1		SAT	1
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
44	A		900A-1000A	30		\$30.00	9/10	9/10	1		MON	1
PROGRAM : LIVE WITH KELLY												
CON COM1: LIVE WITH KELLY												
SEP/12 \$5,010.00												
CONTRACT TOTAL \$5,010.00												
TOTAL SPOTS 56												

MARKET TOTALS \$409,687 WFSB 40% WTNH 18% WVIT 25% WCTX 4% WCCT 0% WHPX 0%  
CABL 0%

SHARES ACCURATE. GFSB 2%.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



WFSB Fairfield County  
333 Capital Blvd  
Rocky Hill, CT 06067  
(860)728-3333

# CONTRACT

<b>Contract / Revision</b> 491856 /		<b>Alt Order #</b> 06301800
<b>Product</b> MCMAHON 4 !!IGFSB!!		
<b>Contract Dates</b> 09/04/12 - 09/10/12		<b>Estimate #</b> 1291
<b>Advertiser</b> McMahon for Senate		<b>Original Date / Revision</b> 08/31/12 / 08/31/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> GFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	GFSB	09/04/12	09/07/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T--F--				2	\$45.00			
E 2	GFSB	09/04/12	09/06/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$60.00			
E 3	GFSB	09/04/12	09/06/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$40.00			
E 4	GFSB	09/04/12	09/07/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T--F--				2	\$50.00			
E 5	GFSB	09/04/12	09/06/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$65.00			
N 6	GFSB	09/04/12	09/07/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T--F--				2	\$65.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	GFSB	09/03/12-09/09/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM	-Tu---F----	:30		\$65.00	NM		
	See MG 25.2, 25.3, 25.4											
E 7	GFSB	09/04/12	09/06/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$90.00			
E 8	GFSB	09/07/12	09/07/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1--				1	\$90.00			
E 9	GFSB	09/05/12	09/05/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$90.00			
E 10	GFSB	09/04/12	09/06/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				4	\$25.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB Fairfield County**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 (860)728-3333

<u>Contract / Revision</u> 491856 /		<u>Alt Order #</u> 06301800
<u>Contract Dates</u> 09/04/12 - 09/10/12	<u>Product</u> MCMAHON 4 !!!GFSB!!!	<u>Estimate #</u> 1291
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 11	GFSB	09/04/12	09/07/12	5:30AM-6AM Eyewitness Nev5:30AM-6AM			:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-T--F--				2	\$35.00			
E 12	GFSB	09/04/12	09/08/12	M-SU Eyewitness News @ 11PM-11:35PM			:30			NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-T--T-S-				3	\$65.00			
E 13	GFSB	09/04/12	09/04/12	NCIS	8PM-9PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-1-----				1	\$250.00			
E 14	GFSB	09/04/12	09/04/12	National Conventions	10pm-11pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-1-----				1	\$400.00			
E 15	GFSB	09/05/12	09/05/12	Criminal Minds	9PM-10PM		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	--1----				1	\$220.00			
E 16	GFSB	09/05/12	09/05/12	National Conventions	10pm-11pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	--1----				1	\$400.00			
E 17	GFSB	09/07/12	09/07/12	CSI: NY	9PM-10PM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	----1--				1	\$200.00			
E 18	GFSB	09/08/12	09/08/12	SA Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1-				1	\$20.00			
E 19	GFSB	09/08/12	09/08/12	SA Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1-				1	\$35.00			
E 20	GFSB	09/08/12	09/08/12	SA 6pm-6:30pm EWN	6PM-6:30PM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1-				1	\$35.00			
E 21	GFSB	09/09/12	09/09/12	SU Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$20.00			
E 22	GFSB	09/09/12	09/09/12	SU Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$35.00			
E 23	GFSB	09/09/12	09/09/12	CBS Sunday Morning	9AM-10:30Am		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$85.00			
E 24	GFSB	09/09/12	09/09/12	Su 10:30AM-11:30AM ROT	10:30AM-11:30AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$55.00			
N 25	GFSB	09/09/12	09/09/12	SU 6:30PM-7PM EWN	6:30PM-7PM		:30			NM	3	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$45.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB Fairfield County**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 (860)728-3333

<u>Contract / Revision</u>		<u>Alt Order #</u>
491856 /		06301800
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	MCMAHON 4 !!!GFSB!!!	1291
<u>Advertiser</u>		<u>Original Date / Revision</u>
McMahon for Senate		08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	GFSB	09/03/12-09/09/12		SU 6:30PM-7PM EWN	6:30PM-7PM	-----Su	:30		\$45.00	NM		
See MG 25.2,25.3,25.4												
2	GFSB	09/08/12-09/08/12		M-SU Eyewitness News @ 1111PM-11:35PM	1111PM-11:35PM	-----Sa--	:30		\$65.00	NM		
Ⓜ MG for 6.1,25.1												
3	GFSB	09/08/12-09/08/12		Wknd Late Fringe Synd.	1135PM-12:35AM	-----Sa--	:30		\$15.00	NM		
Ⓜ MG for 6.1,25.1												
4	GFSB	09/10/12-09/10/12		9AM-10AM	9AM-10AM	M-----	:30		\$30.00	NM		
Ⓜ MG for 6.1,25.1												
E 26	GFSB	09/09/12	09/09/12	60 Minutes	7PM-8PM		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$550.00			
E 27	GFSB	09/09/12	09/09/12	Mentalist	10PM-11PM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$200.00			
E 28	GFSB	09/10/12	09/10/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$40.00			
E 29	GFSB	09/10/12	09/10/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$50.00			
E 30	GFSB	09/10/12	09/10/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$30.00			
E 31	GFSB	09/10/12	09/10/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$50.00			
E 32	GFSB	09/10/12	09/10/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$65.00			
E 33	GFSB	09/10/12	09/10/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$65.00			
E 34	GFSB	09/10/12	09/10/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$90.00			
E 35	GFSB	09/10/12	09/10/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$90.00			
E 36	GFSB	09/10/12	09/10/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$90.00			
E 37	GFSB	09/10/12	09/10/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$20.00			
E 38	GFSB	09/10/12	09/10/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$30.00			
E 39	GFSB	09/10/12	09/10/12	M-SU Eyewitness News @ 1111PM-11:35PM	1111PM-11:35PM		:30			NM	1	\$65.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB Fairfield County**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 (860)728-3333

<u>Contract / Revision</u>		<u>Alt Order #</u>
491856 /		06301800
<u>Contract Dates</u>		<u>Product</u>
09/04/12 - 09/10/12		MCMAHON 4 !!!GFSB!!!
<u>Advertiser</u>		<u>Estimate #</u>
McMahon for Senate		1291
<u>Original Date / Revision</u>		
08/31/12 / 08/31/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$65.00			
E 40	GFSB	09/10/12	09/10/12	Hawaii 5-0	10PM-11PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$300.00			
E 41	GFSB	09/04/12	09/07/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$50.00			
Totals											56	\$5,010.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	56	\$5,010.00	\$4,258.50
<b>Totals</b>	<b>56</b>	<b>\$5,010.00</b>	<b>\$4,258.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.